



**SCSU**



**PRINTING  
SERVICES**

## Design & Printing Handbook

### **SCSU PRINTING SERVICES**

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St. Cloud State University  
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St. Cloud, Minnesota 56301-4498

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## SCSU PRINTING SERVICES

Printing Services is committed to providing effective and efficient printing and duplicating services to all academic, administrative and affiliated departments of the University.

## ABOUT PRINTING SERVICES

Printing Services is the on-campus printing department designed as a central duplicating, xeroxing and printing facility for University-related materials. Student activities, Federal Grants and Foundation accounts are accepted. No personal or off-campus jobs are accepted, including civic organizations.

## SERVICES OFFERED

Duplicating	Folding (See Pg. 9)	Large Format Posters
Designing/Typesetting	Letter	Photo Gloss Paper
Business Cards	Half	Vinyl Banner
4-Color Digital Printing	Half & Half	Corrugated Plastic (Core Plast)
Offset Printing	Z fold	Special Paper Sales
Laminating	Right Angle	
Paper Cutting	Book Binding (See Pg. 8)	
Hole Drilling	Saddle Staple	
	Plastic Comb (Spiral)	
	Plastic Coil (Wire)	

## GETTING STARTED

### Talk to Printing Services

Please call us with any questions. We are here to offer advice so that your project will run smoothly and quickly through the printing process. There are policies regarding postal regulations, University logos, and affirmative action statements. We can help answer your questions regarding inks, press requirements, bindery options, along with what computer programs are compatible with our print shop. Our number is 308-2105 and we are open 8am to 4:30pm during Fall and Spring Semester and 7:30am to 4pm during the Summer.

## TYPES OF PRINTING / ACCEPTABLE FILE TYPES

### Fine Printing

Fine Printing jobs are printing projects that are printed on an offset press or a high volume color copier. They are 1, 2 or 4 color jobs, multiple page, and or high volume jobs. The time frame for getting these types of jobs printed is usually two weeks from the time the final design proof is approved. Examples of these jobs are brochures, fliers, letterheads, envelopes, course schedules and carbonless forms.

### Duplicating

Duplicating jobs are printing jobs that are black and white and are printed on the photo copier. Examples of these jobs are class handouts, tests and black and white brochures. When designing your copy, please allow at least 5/16" border on your jobs because photo copiers will not print to the edge of the sheet. The time frame for getting these types of jobs printed is generally 1-3 days depending on our workload.

### Acceptable File Types

Printing Services utilizes up-to-date printing and design programs. Please include which version of the program you are using.

### Acceptable files include:

Adobe InDesign	Adobe Illustrator	Adobe Photoshop*
Quark Xpress	Adobe Acrobat PDF	Microsoft Word*
Microsoft Publisher*	Microsoft Excel*	

**\*Not recommended for designing page layouts!**

## CHECKLIST FOR SENDING FILES TO PRINTING SERVICES

Refer to this checklist before sending a file to Printing Services.

- Is the Requisition Form completed?
- Do you have your paper choices picked out?
- Did you run a spell check?
- Are the files completed and packaged with fonts and images?
- Did you include bleeds on your files, if you had images that went off the page.
- Did you print out a hard copy to be included with your Printing Requisition Form?**
- Did you copy all the files onto a CD or Flash/Jump Drive or send them by email?

## **FILLING OUT A PRINTING REQUISITION FORM**

***Printing requisitions, which are available from Central Stores, must be filled out according to instructions listed below and submitted with any work to be completed. (See next page)***

- 1.** This is your REQUISITION NUMBER. If you need to call about a job, this is the fastest and easiest way to find it. Your job, when it arrives in our office, becomes this number. Any questions or problems about this job should be referred to by this number.
- 2.** This section is for six-digit account number. Every department has at least one. Your job WILL NOT be processed without it. This requisition is also used for billing purposes.
- 3.** This area is for you to record the DATE you want to receive your job. ASAP is NOT a date. The jobs with ASAP recorded are PUT TO THE BOTTOM OF THE PILE. Your job is recorded by the requisition number and the date you request is to be done.
- 4.** When sending your jobs to Printing, always fill in this area with the date you sent your job to Printing Services.
- 5.** This area is to let us know that you need it printed by a certain time of the day. Unless sufficient time is given, (at least 24 hours) it will be your responsibility to pick this job up.
- 6.** This area is very important to ensure the prompt running and delivery of your job. We need the NAME of the person requesting the job and the TELEPHONE NUMBER for contact in the event there is a problem or question. Also be sure to list the name of the DEPARTMENT, ROOM NUMBER and BUILDING for prompt and accurate delivery of your job. "Emergency" or "Rush" orders, when accepted, for less than 24 hours will generally not be delivered. You will need to pick these up.
- 7.** This area is to list the number of jobs to be printed and the number of copies to be run of each. Please list each original "set" separately. Only six items on each requisition. Multiple jobs can be included on one requisition, this will help save time processing your order.
- 8.** All requisition forms must be signed by the person in charge of the budget. NOTE: these forms must be signed to acknowledge the transfer of funds for the cost of your job.
- 9.** Copy Specifications: all jobs are printed to these specifications:
  - A. The paper weight is 20# Bond, Recycled.
  - B. The available paper colors are white, canary, pink, gray, blue, green, ivory and salmon, NEONS (ReEntry Red, Lift Off Lemon, Celestial Blue, Fireball Fuschia).  
White paper will be used unless another color is specified.
- 10.** This area is for typesetting use only.
- 11.** This area is for Printing Services use only, DO NOT WRITE IN THIS AREA.
- 12.** RETAIN THE PINK COPY FOR YOUR RECORDS.

***Use this form when ordering paper and business cards.  
If ordering white and colored paper together, please use one  
form for white paper and one form for color paper.***



# DESIGN DOs AND DO NOTs

## DO NOT

- Do not design page layouts in Microsoft Word, Power Point, Excel, Publisher. Font problems increase when using these programs.
- Do not send images that are in a Word file. Image file extensions end with .jpeg, .jpg, .tif, .eps, .psd. They do not end with .doc, .docx, .dot
- Do not design page layouts in Adobe Photoshop. Photoshop converts colors to 4 color process, which makes it difficult to separate colors when printing.
- Do not use low resolution web graphics. The print quality is poor.
- Do not use the transparency pallet to create a screened or tinted color. When creating a screened or tinted color, use the screen slider in the Color Swatch Pallet.
- Do not copy images from the internet or another source and paste them into an InDesign document. Instead us the "Place" function. 1) Choose File > Place, 2) Locate file to be placed, 3) click "Open")
- Do not skip page 1 when using the "Facing Pages" option when laying out a booklet. The single page 1 is the cover of the booklet and the single last page is the back cover.
- Do not use international paper sizes (A4, A3) when creating a file.  
Use U.S. standard sizes (**Letter** 8.5 × 11 inches, **Legal** 8.5 × 14 inches, **Tabloid** 11 × 17 inches)

## DO

- Do save a file at it's final size. One to a page.
- **Do send a paper copy of your job along with your Printing Requisition.**
- Do send all fonts and images used in your file along with the file itself.
- Do fill out the printing requisition as complete as possible.

## DESIGN TIPS TO CONSIDER

When creating a 2 color job with black and another color, use the standard black color in your color swatch pallet, do not use Pantone Black from the Pantone Swatch Pallet.

If designing a file in Adobe Illustrator, outline the fonts before sending to Printing Services.

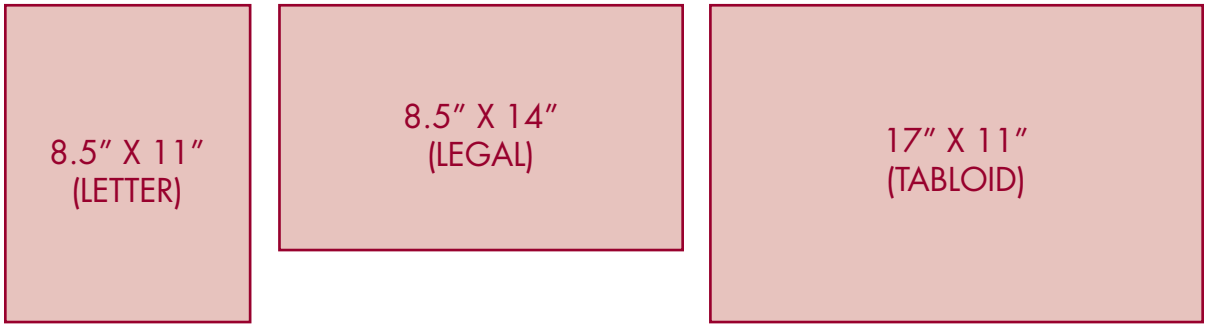
Change like Pantone Swatch colors to one color. For example, if your color pallet lists Pantone 201 C and Pantone 201 U, change them to one or the other. They may appear to be the same color, but the computer reads them as 2 colors.

If you are using black and white images, check to make sure they are set in "Grey-scale" mode in Photoshop. Grey images set in "RGB" mode are not black.

When placing text on top of a solid color background, use a Sans Serif font (Helvetica). Serif fonts (Times) can fill in when there is a color heavy background.

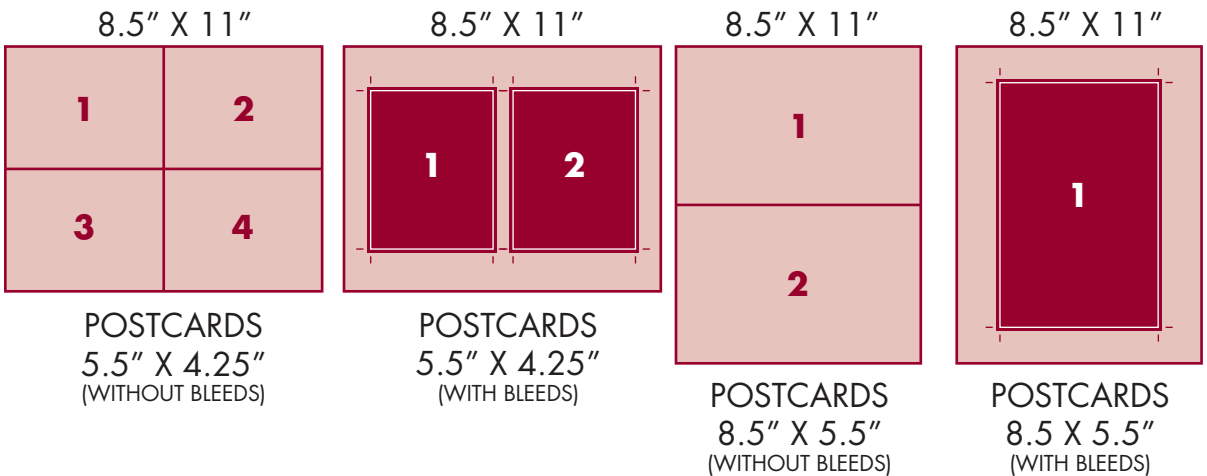
If creating a file with multiple pages, use one file with multiple pages, not multiple files with one page in each.

## STANDARD PAPER SIZES



*\*We DO NOT use sizes A3, A4, A5, A6, B4, B5.*

## MAXIMIZING PAPER USE



The diagrams above illustrate how adding bleeds reduces the amount of cards per sheet by half.

### Most cost effective sizes for an 8.5" X 11" (LETTER) Sheet

Postcards (without bleeds) - 5.5" x 4.25" = 4 per sheet

Postcards (without bleeds) - 5" x 3" = 4 per sheet

1/3 size Cards (without bleeds) - 3.667" x 8.5" or 2.833" x 11" = 3 per sheet

Bookmarks (without bleeds) - 2" x 8.5" = 5 per sheet

Business/Appt Cards (without bleeds) - 3.5" x 2" = 10 per sheet

### Most cost effective Booklet Sizes

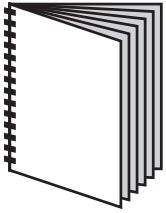
5.5" x 8.5" Booklet = Half Letter Size

7" x 8.5" Booklet = Half Legal Size

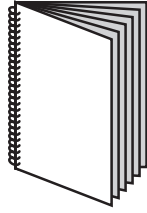
8.5" x 11" Booklet = Half Tabloid Size

# BOOK BINDING OPTIONS

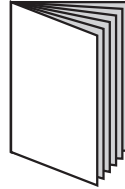
Printing Services offers 3 types of Book Bindings:



**COMB BIND**



**COIL BIND**



**SADDLE STITCH**

## GRAPHICS & LOGOS

Print Services and University Communications can provide you with a number of high quality SCSU Logos.

It is not recommended to use images taken off of the internet. They are usually low quality and will not print clearly.

**High quality logos can be found on the SCSU website:**

<http://www.stcloudstate.edu/ucomm/styleguide/logos.asp>

(click on "High Resolution" button to download)

**Low Resolution Internet Images**



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**High Resolution Images  
provided by Printing Services**

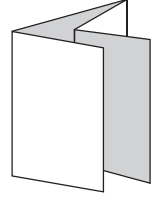
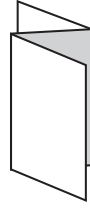
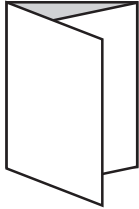
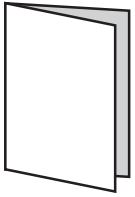


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# FOLDING OPTIONS

Printing Services offers 5 types of folds:



1/2 FOLD

LETTER FOLD

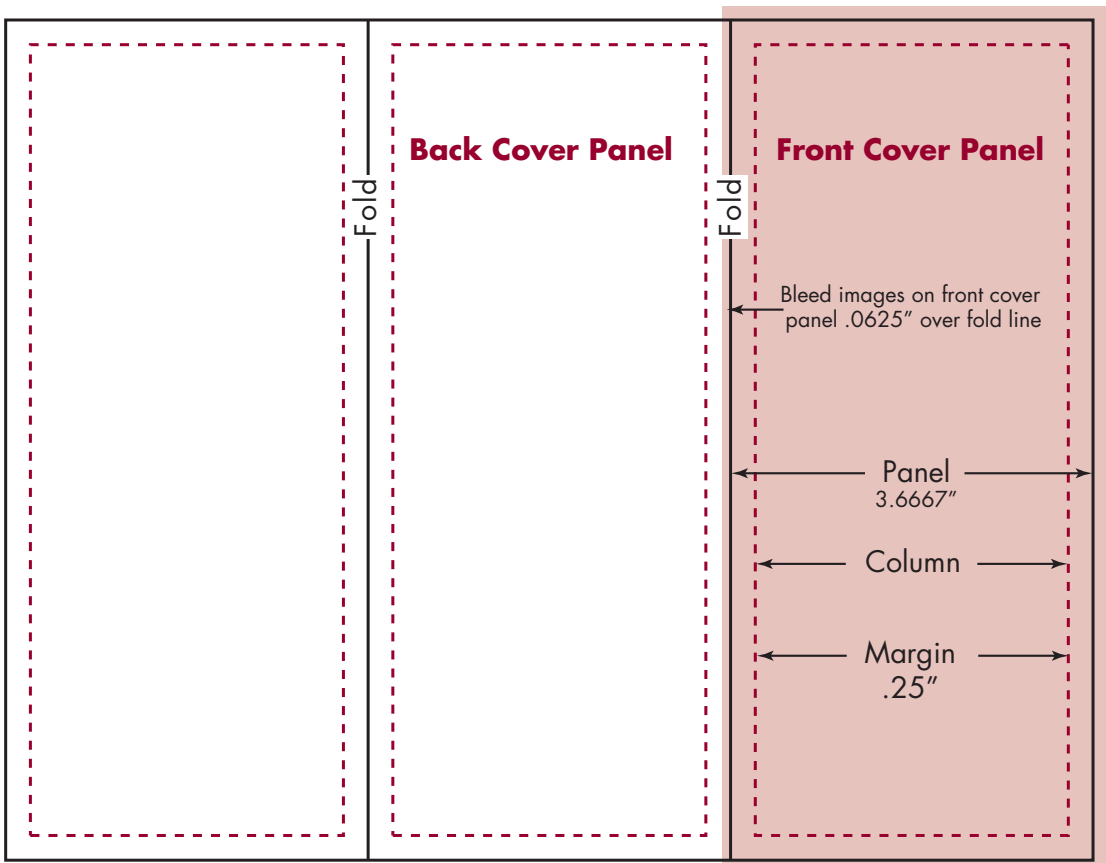
RIGHT ANGLE FOLD

Z-FOLD

HALF & HALF FOLD

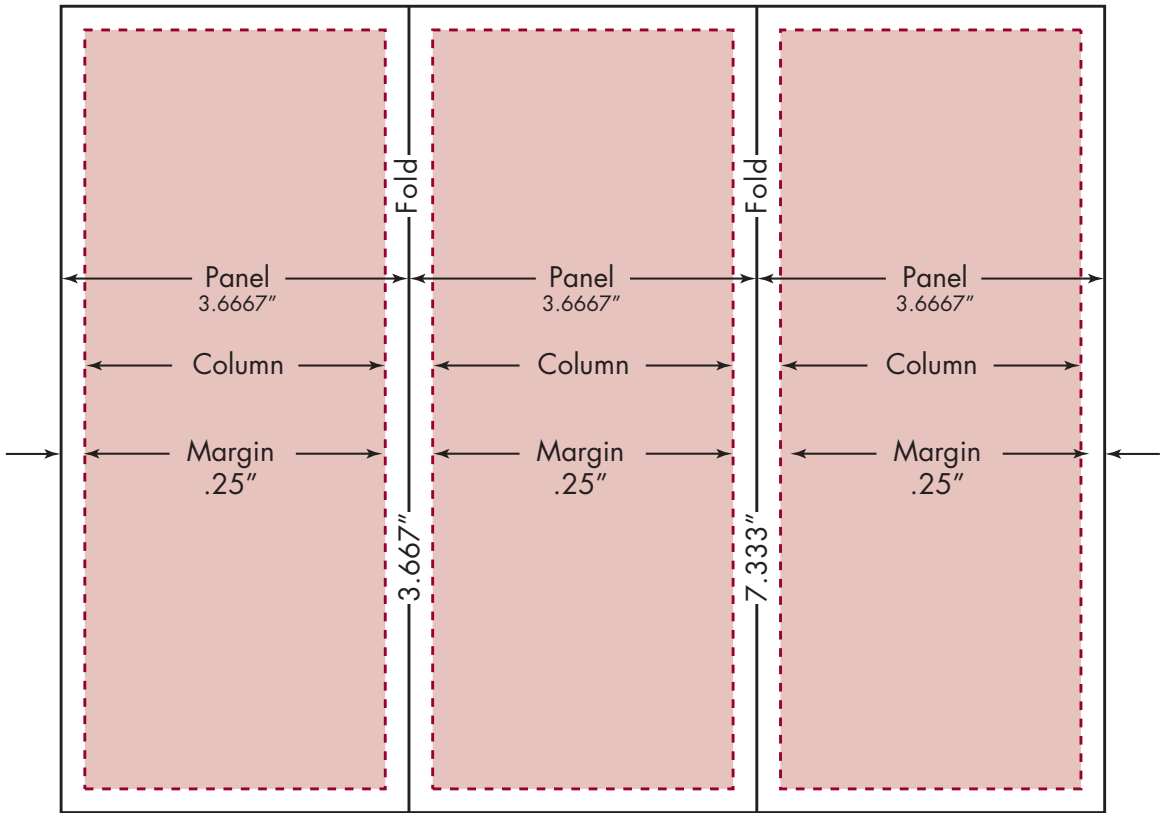
## BROCHURE-FRONT PANEL BLEEDS

If your brochure has images or color boxes that extend to the fold line, expand those images and color to bleed .0625 over the fold line. This same technique can be applied to 2, 3, 4 or panel brochures.



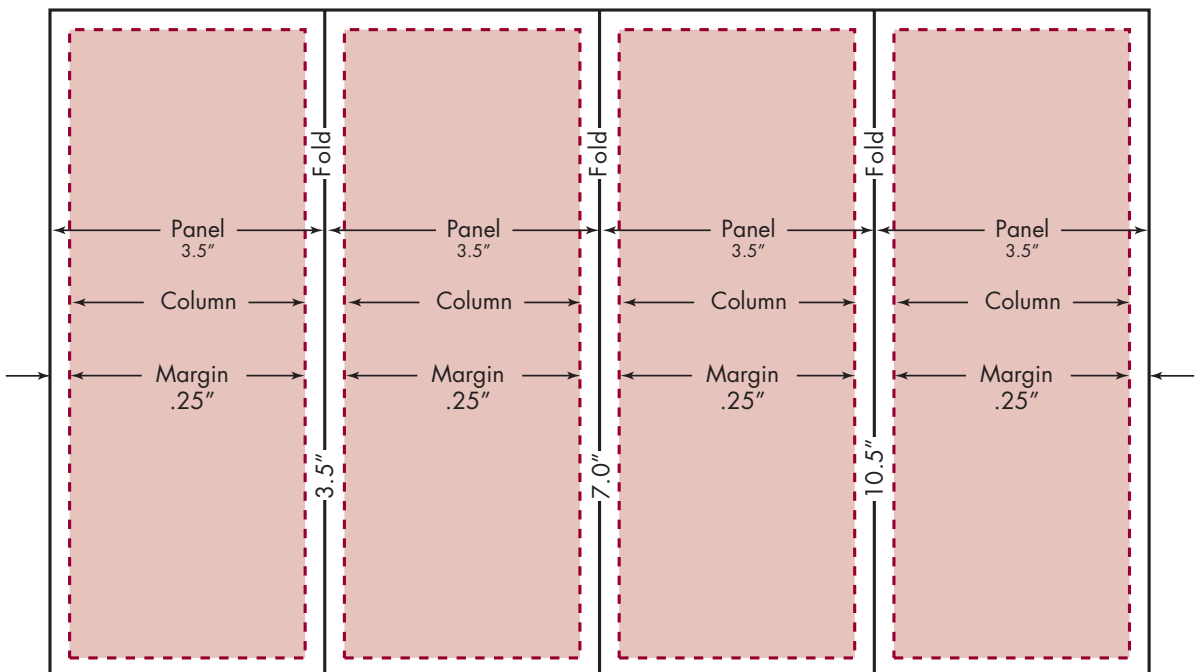
### 3-PANEL BROCHURE (LETTER SIZE)

Use these dimensions when setting up a 3-panel brochure



### 4-PANEL BROCHURE (LEGAL SIZE)

Use these dimensions when setting up a 4-panel brochure



# SAVING FILES AS PDFs (INDESIGN)

## Saving InDesign files as PDFs

### 1. Choose File > Export.

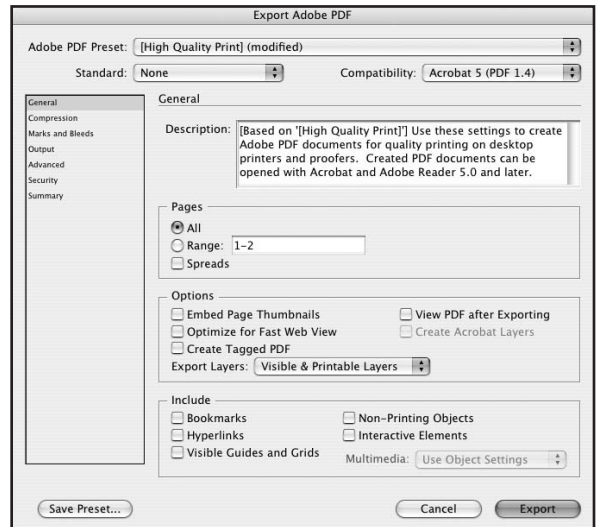
- Specify a name and location for the file.
- Specify format as “Adobe PDF”



### 2. In the Export Adobe PDF box, under General:

- Specify Adobe PDF Preset: “High Quality Print”
- Specify Standard: “None”
- Specify Compatibility: “Acrobat 5 (PDF 1.4)”
- Specify which pages you want to convert to PDF; “All” or selected pages
- Specify “Spreads” if applicable.

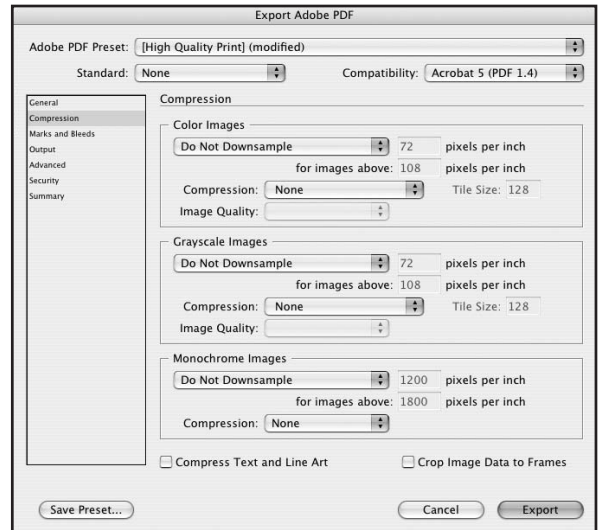
In the “Options” and “Include” boxes below, nothing should be checked.



### 3. Under Compression:

- Changes all drop down menus to "Do Not Downsample"
- Change Compression Drop Down Menus to "None"
- Uncheck "Compress Text and Line Art" and "Crop Image Data to Frames"

*\* If your document has many photos, saving it as a PDF with these settings will create a large file size. To minimize file size, change "Do Not Downsample" to "Average Downsampling To" 300 pixels per inch for Color and Grayscale images.*



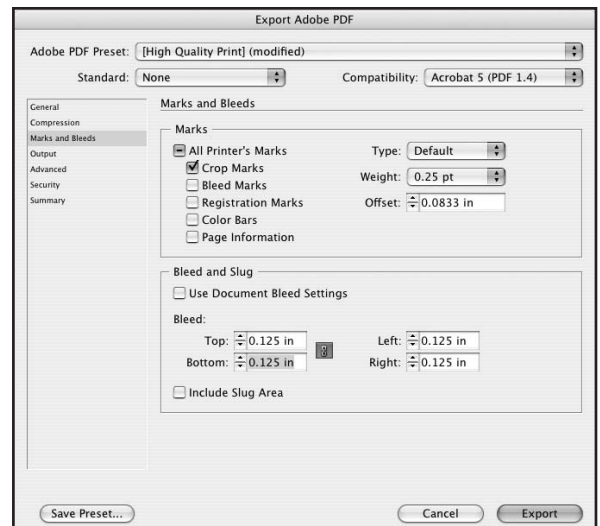
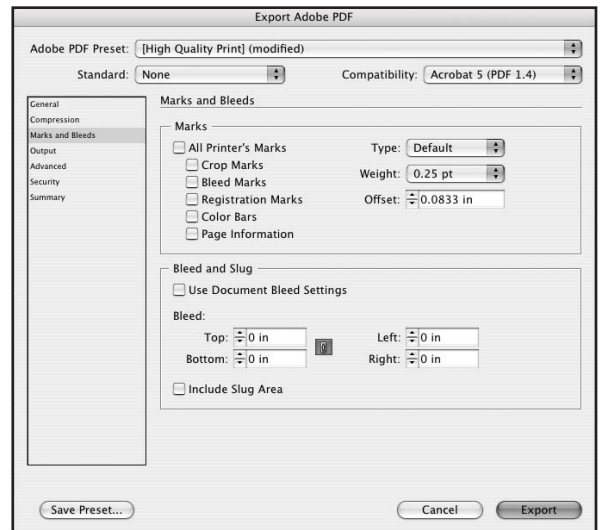
### 4. Under Marks and Bleeds:

#### Without bleeds (middle image):

- Uncheck All "Marks" Boxes
- Bleed amounts at "0 in"

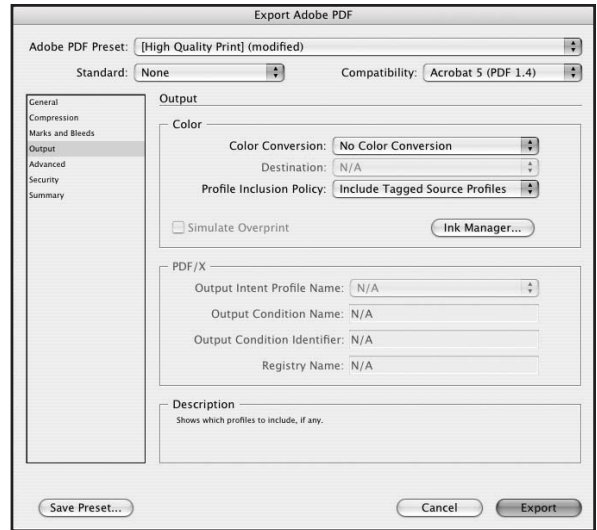
#### With Bleeds (bottom image):

- Check "Crop Marks" Box
- Uncheck "Use Document Bleed Settings"
- Make Bleed Amounts ".125 in"
- Uncheck "Include Slug Area"



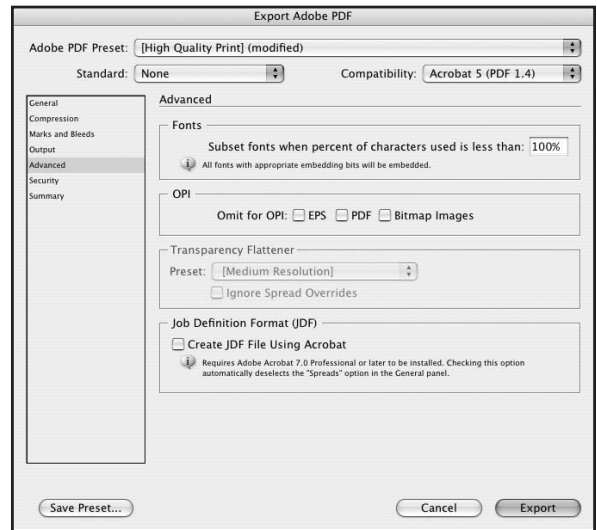
## 5. Under Output:

- Specify Color Conversion: "No Color Conversion"
- Specify Profile Inclusion Policy: "Include All Profiles"



## 6. Under Advanced:

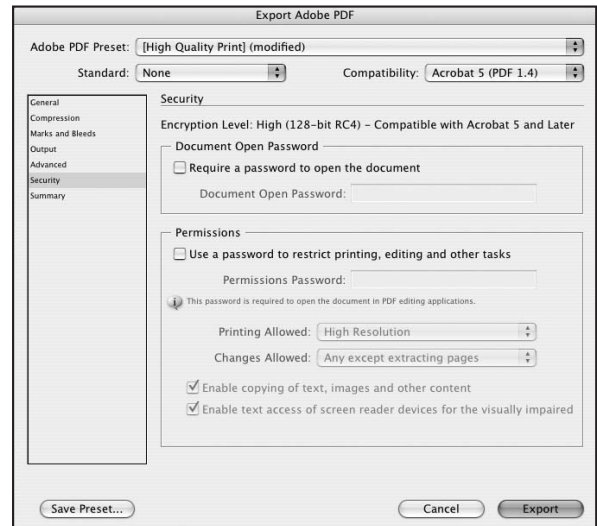
- In the Fonts Box, change subset font percentage to 100%
- In the OPI Box, Uncheck any boxes
- Uncheck "Create JDF File Using Acrobat"



## 7. Under Security:

- Unless your file needs to be password protected or you want certain editing/printing features disabled, all boxes should be unchecked.

**Click Export when finished**



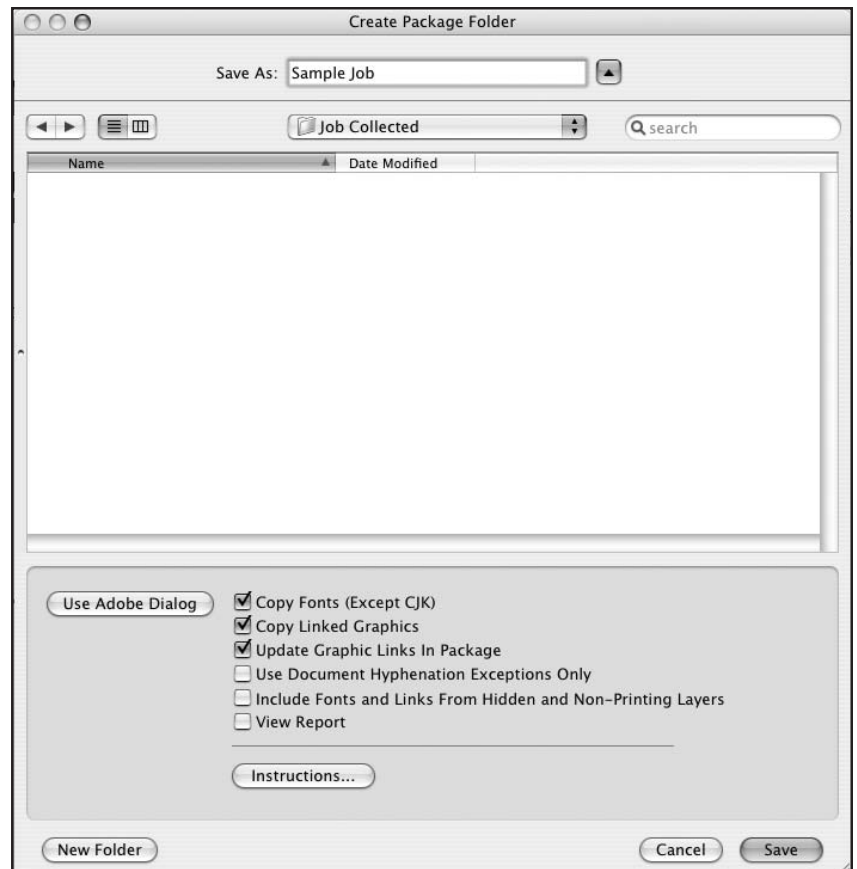
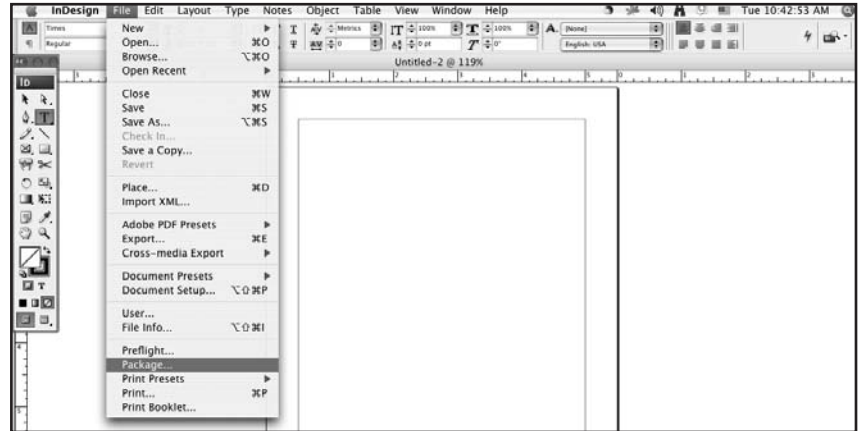
# COLLECTING/PACKAGING FILES FOR OUTPUT (INDESIGN)

## Packaging Files in InDesign

Any jobs that get sent to Printing Services with missing fonts or images will be sent back. Once you are finished designing your file, follow these steps when packaging your files.

1. Go to File menu > Package (top image)
2. Click Continue to go past instructions
3. Create New Folder with "Job Name" + "Collected" (ex. SampleJobCollected)
4. Check first three boxes (see bottom image)
5. Click Save. If a font warning box pops up after clicking save, click OK to continue packaging files.

warning box pops up after clicking save, click OK to continue packaging files.



# SAVING FILES AS PDFs (QUARKXPRESS)

## Saving QuarkXpress files as PDFs

### 1. File menu > Export > Layout as PDF

- Specify a name and location for the file.
- Specify which pages you want to convert to PDF; "All" or selected pages
- Specify "Spreads" if applicable.

### 2. Click "Options" button

- Check "Embed all fonts" and "Subset fonts below"
- Change Compression Drop Down Menus to "None"
- Resolution drop down menus to "Keep resolution"
- Uncheck "Compress Text and Line Art" and "ASCII Format"

### 3. Click "Output" button

- Change Type drop down menu to "Composite"
- Change Print Colors drop down menu to "As Is"
- Check include blank pages
- Uncheck Use OPI
- If no bleeds, make Registration off, If bleeds change to "Centered" and changes bleed type to "Symmetric" and add a bleed amount of .125

### 3. Click "OPI" button

- Check OPI Active box
- Click "include images" under TIFF and EPS Boxes, do not check "low resolution"
- Uncheck OPI Active box

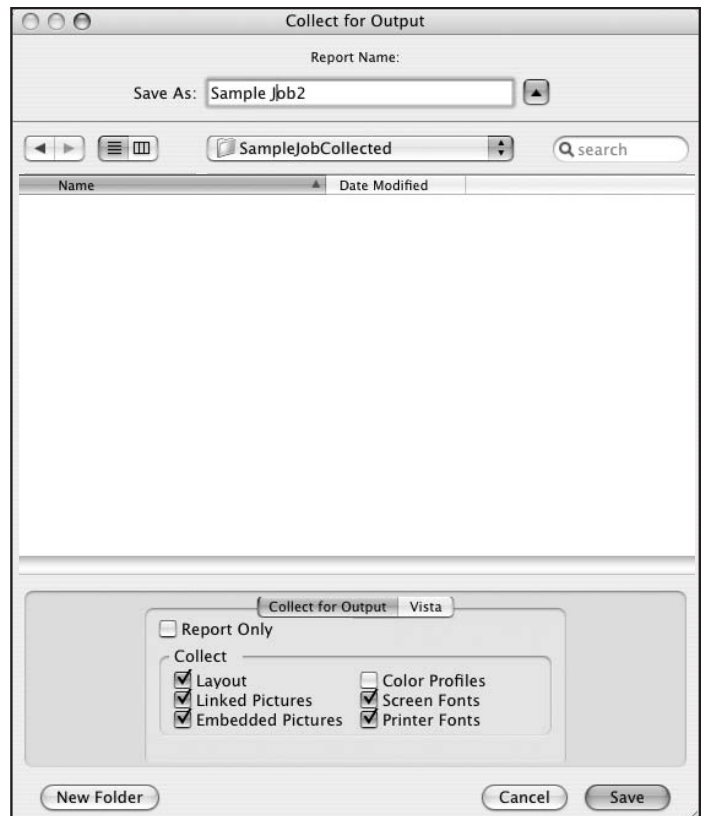
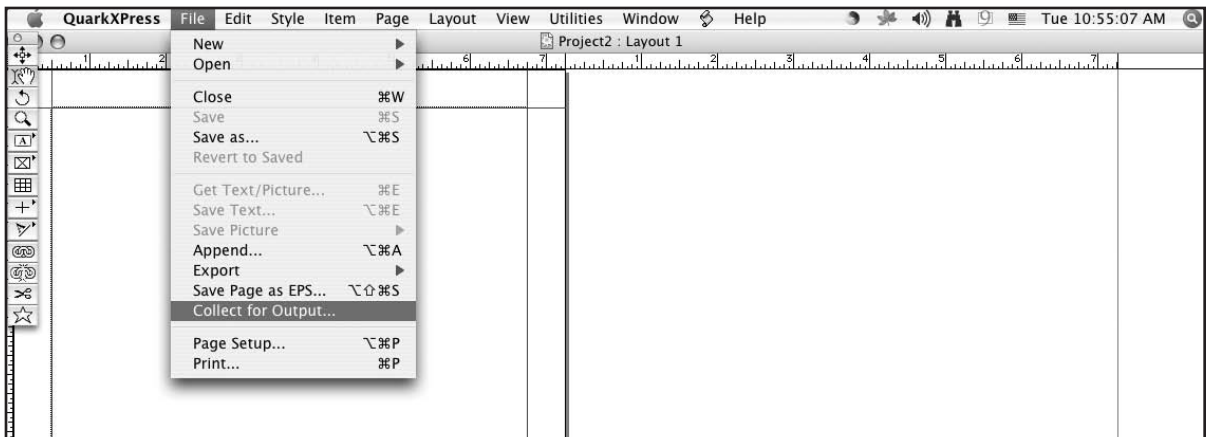
## Click Save when finished

# COLLECTING/PACKAGING FILES FOR OUTPUT (QUARKXPRESS)

## Collecting for Output in QuarkXpress

Any jobs that get sent to Printing Services with missing fonts or images will be sent back. Once you are finished designing your file, follow these steps when collecting your files.

1. Go to File menu > Collect for Output (top image)
2. Create New Folder with "Job Name" + "Collected" (ex. SampleJobCollected)
4. Check first three boxes in column 1 and last two boxes in column 2 (see bottom image)
5. Click Save. If a font warning box pops up after clicking save, click OK to continue Collecting files





# PRINTING REQUISITION TERMINOLOGY

## Printing Services Terminology for filling out a requisition

### Specifications:

8 1/2 x 11": Standard Paper Size

8 1/2 x 14": Legal Paper Size

11 x 17: Tabloid Paper Size

**Test/CONFIDENTIAL :** By checking this box, your confidential material will be covered and sealed in plastic.

**Front & Back:** Specify that you want printing on both sides of the paper.

**Collate Only:** To bring together multiple pages of a document in page sequence order.

**Collate & Staple:** To bring together multiple pages of a document in page sequence order and corner staple.

**Collate & Spiral, plastic or Wire Bind:** To bring together multiple pages of a document in page sequence order and bind them in a booklet format.

**Saddle Bind:** This is a booklet format, where the pages are folded in half and there are staples on the spine.

**Wrap Separately:** Each individual packet can be wrapped separately in plastic.

**Three Hole Punch:** Standard punching of paper to fit in a three ring binder. Also special hole punching is available with a sample of what you need.

### Folding:

Folding of your material can be done in various ways:

Standard Letter Fold

Half Fold

Half & Half Fold

Z Fold: A letter fold with the type showing

**Trim Size:** We are able to cut your materials to the specific size you would like.

**Reduction:** We can reduce material to fit on a standard size sheet of paper. The largest sheet we can handle is 11 x 17

**Enlargement:** Your material can be made bigger to fit a standard size sheet. The largest sheet we can handle is 11 x 17.

**Ink Color:** This spot is to list the color ink you would like in a FINE PRINTED JOB.

### Paper Specifications:

**NEON:** 20# Bond papers used for handouts and posters Standard size only.

**20# BONDS:** Recycled colored papers used for handouts and classroom materials.

**Letterhead Bond (25% Rag):** This is a water-marked bond paper used for letterheads.

**Envelopes:** #10 - Standard Letter Size # 9 - Will fit a standard letter size, made to fit within the # 10 # 6 3/4 - Small size to fit a half sheet of paper folded in thirds.

**Carbonless:** Carbonless paper is available in 2, 3, and 4 parts, padded together so that your information is copied to all the sheets.

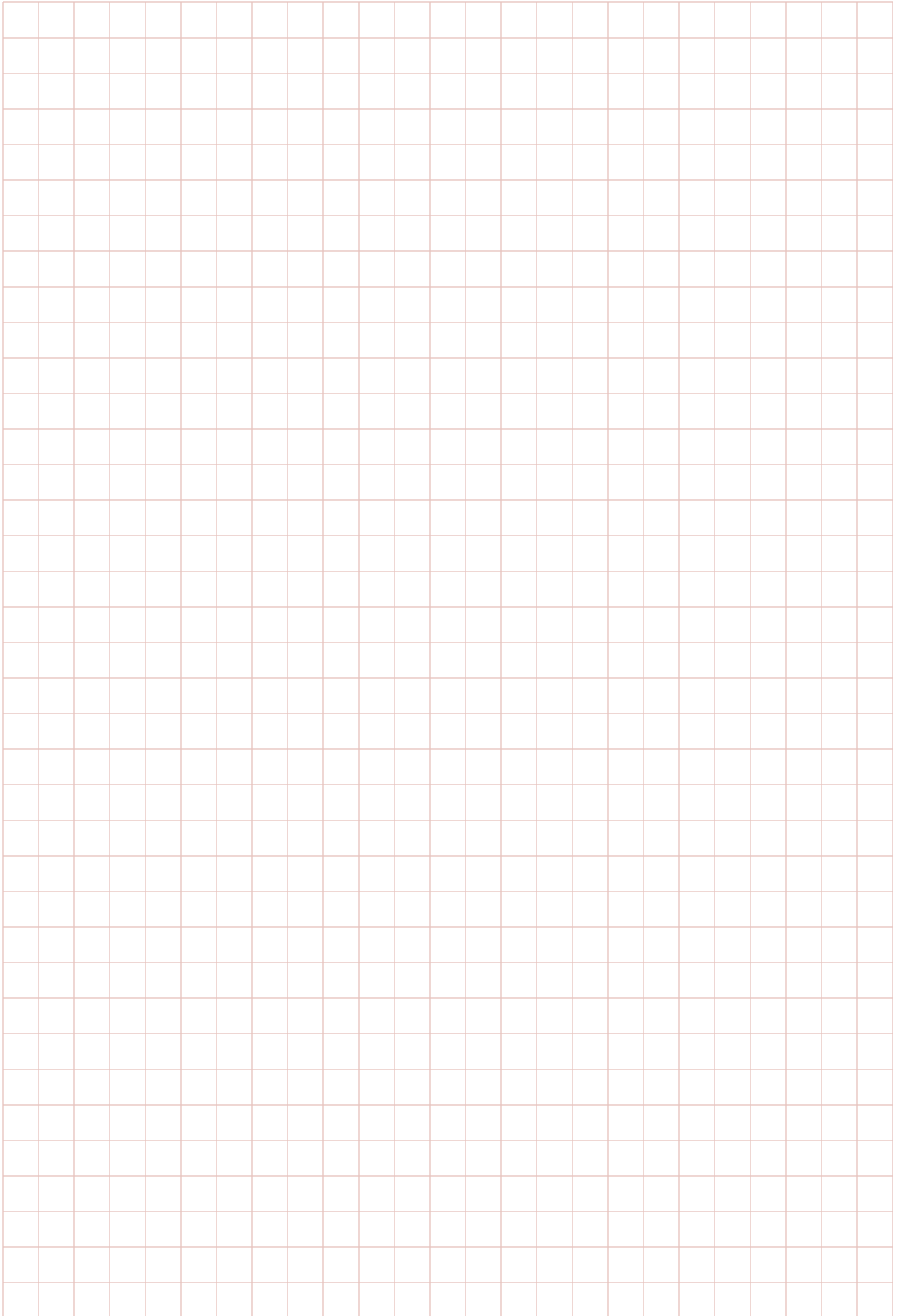
**Index Card Stock:** Postcard weight stock, available in seven colors and various standard sizes.

**65# Cover Stock:** Various colors and sizes of a cover weight paper.

**70# Stock:** These various colors and finishes are used for brochures and anything you would need on a brochure weight paper. Linen Finish has small ridges in the paper. Smooth Finish is just that smooth.

**Other Special Paper:** This is to list anything other than stated previously. Instances could be letterhead that you are furnishing, or paper that you bring in to have your material printed on.

# NOTES & IDEAS



# FRACTION TO DECIMAL CONVERSION CHART

$1/16 = .0625$

$1/8 = .125$

$3/16 = .1875$

$1/4 = .25$

$5/16 = .3125$

$3/8 = .375$

$7/16 = .4375$

$1/2 = .5$

$9/16 = .5625$

$5/8 = .625$

$11/16 = .6875$

$3/4 = .75$

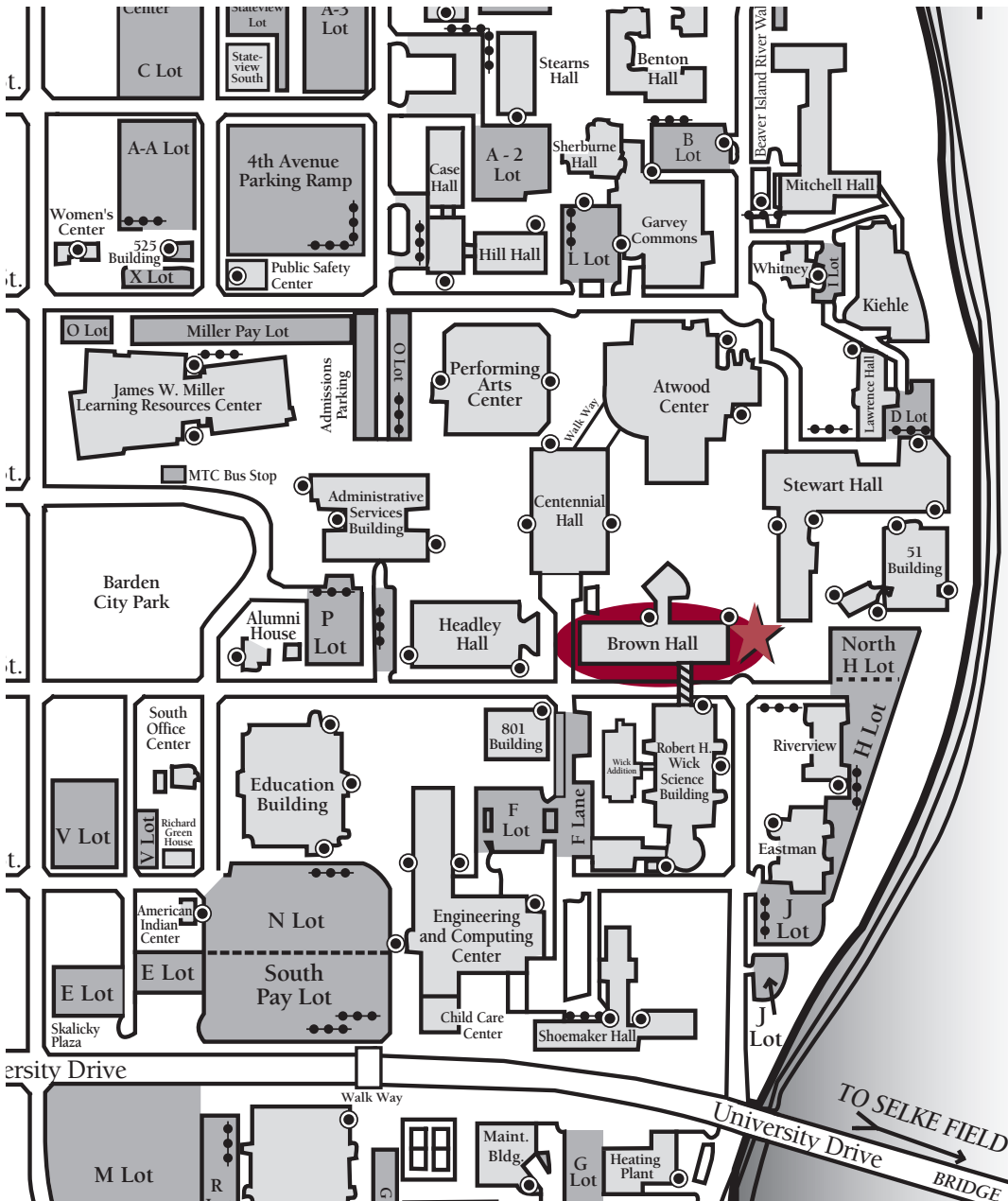
$13/16 = .8125$

$7/8 = .875$

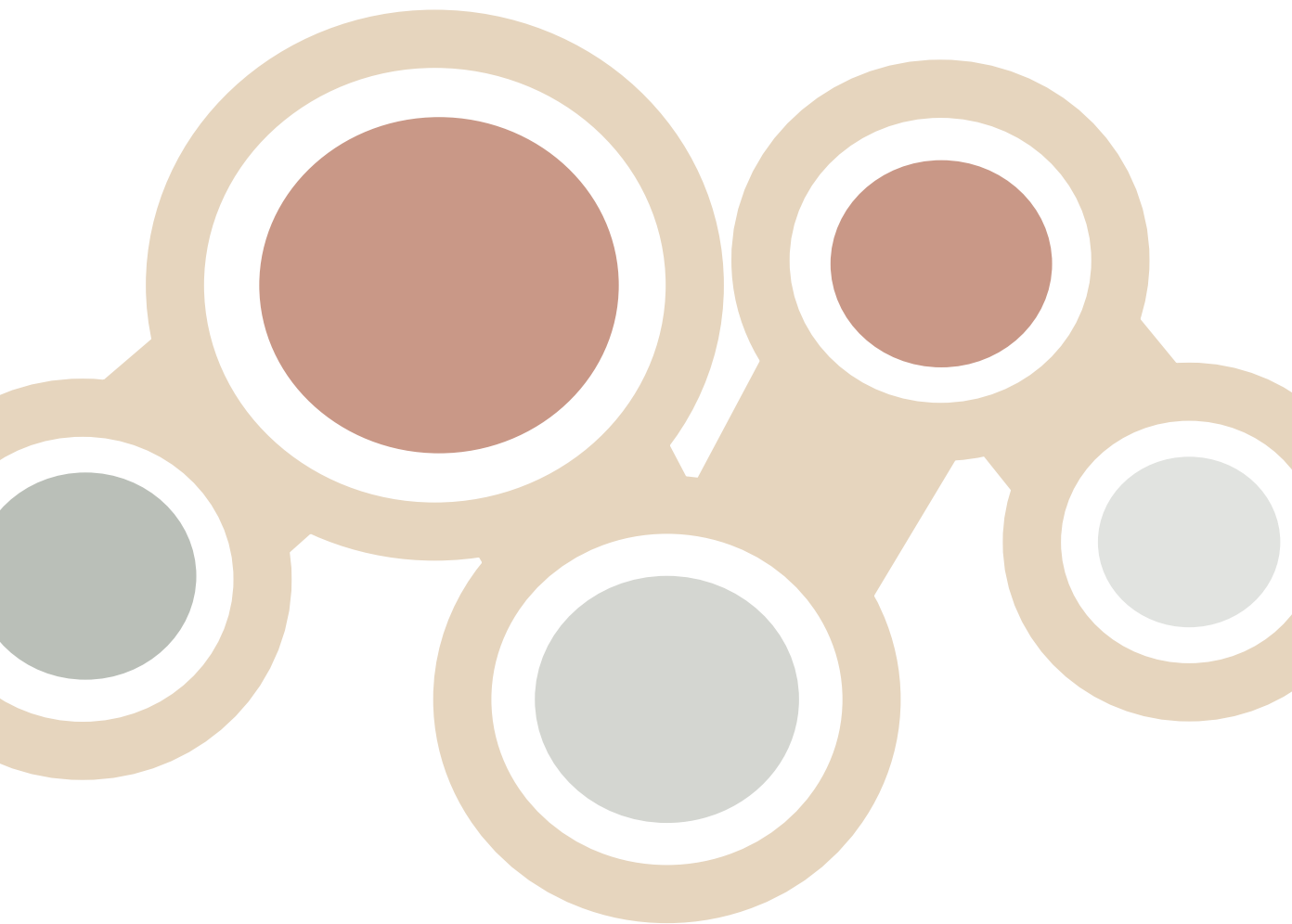
*Highlighted Fractions are most common and best to use.*

## LOCATION

From 5th Avenue turn east on 8th Street S. Follow 8th Street three blocks to 2nd Avenue. Turn Left on 2nd Avenue; Brown Hall is on the right.



09  
08  
07  
06  
05  
04  
03  
02  
01



## ST. CLOUD STATE UNIVERSITY

### **SCSU PRINTING SERVICES**

Brown Hall Basement  
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[www.stcloudstate.edu/printingservices](http://www.stcloudstate.edu/printingservices)  
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